

# MONTESSORI INTERNATIONAL



published by the Montessori St Nicholas Charity

[www.montessori.org.uk](http://www.montessori.org.uk)

The magazine for  
Montessori parents and  
teaching professionals

Discovering  
Montessori with  
Tana Ramsay

# Media Pack

2011

# MONTESSORI INTERNATIONAL

**Montessori International (est. 1982) is a quarterly, subscription only, colour magazine promoting Montessori education to the Montessori community and the wider public.**

Montessori International provides up-to-date news and events, bright ideas for the classroom and home and informative articles.

The magazine is used throughout the Montessori community to enrich children's education and lives.

## KEY FACTS

- **Circulation:** 4,500 copies
- **Readership:** 20,000 – includes teachers, school owners, parents, carers and students.
- **On the Net:** Visit our busy website for information on; What is Montessori Education, How to find a School, Training, Events and Shopping. The website and magazine hold the largest selection of Montessori Teaching/ Nanny jobs on the internet. To advertise your product or service please contact us.
- **E-magazine:** Montessori International is also available as a digital magazine with in-built search functions and virtual pages.

## Regular Features

- ★ News and events
- ★ Classroom activity ideas
- ★ Montessori at home
- ★ Parenting articles
- ★ Bright Ideas
- ★ Book & material reviews
- ★ Health & wellbeing
- ★ Special Needs Features
- ★ School Management
- ★ Montessori around the world

**PLUS** Interviews, Q&A's, Recruitment and training



# MONTESSORI INTERNATIONAL

## Corporate Partnerships

We are happy to consider everyone as a sponsor or corporate partner. For more information and prices please contact Rupert Smedley on; 0207 493 8300 or [rupert@montessori.org.uk](mailto:rupert@montessori.org.uk)

### CONFERENCE: Package

- Opportunity to give a welcome address at our annual conference or major events throughout the year
- Exclusive endorsement at the conference plenary sessions
- Full page advertisement and special acknowledgement in the official conference proceedings
- Your organisation's logo on every page of the Montessori St Nicholas Website alongside Corporate Partners
- As a Corporate Partner your company information / logo / link to website will be accessible from the Montessori St Nicholas website
- Conference exhibition stand
- Your organisation's logo on conference signage
- Your organisation's literature or a gift included in the delegate's registration pack
- Special acknowledgement in the Final Announcement
- Full page advertisement in Montessori International magazine

### CORPORATE: Package

- Sponsorship of our exhibition stand signage. (approx 6 exhibitions per year)
- Your organisations brochure displayed on all exhibition stands
- Prime position Half page advertisement in Montessori International magazine x 3 issues
- Your organisation's logo on every page of the Montessori St Nicholas Website entitled Corporate Partner
- As a Corporate Partner your company information / logo / link to your website will be accessible from the Montessori St Nicholas website
- Your organisations logo on letter heads
- Sponsorship of Montessori Schools Association mailing going out directly to Montessori Heads and decision makers – include an insert / competition / special offer alongside your company and product information
- Full page editorial within Montessori International magazine



### Additional opportunities include:

- Official Website Sponsor
- Official Magazine Sponsor
- Tailor-made partnerships.

All subject to availability

### Previous sponsors include:

Tropicana, NES Arnold, Triodos Bank, Sony, dot 2 dot – Nursery Insurance, Nienhuis

# MONTESSORI INTERNATIONAL

## Advertising

The magazine and website showcase advertising from innovative and educational companies keen to reach AB1 parents and teaching professionals.



"Since we started advertising our company at Montessori Magazine's website, we have noticed a significant increase in sales from the first day the advert ran. Our statistics have also shown that these visitors come back to our website a number of times before they place an order. Our business has benefited a great deal from web advertising. We have decided to run our advert for the whole year and expect sales to continually increase."

**Amina Jan, Company Director, Montessori Playhouse Ltd.**

Advertisement rates include space in the printed magazine as well as the e-magazine which offers direct website links to advertisers own websites at no extra charge.

### Advertising Rates

#### Magazine Display Advertising Rates

Eighth page	£220.00 + VAT
Quarter page	£350.00 + VAT
Half page	£550.00 + VAT
Full page	£775.00 + VAT
Back Cover	£1005.00 + VAT
Inside Back Cover	£895.00 + VAT
Inside Front Cover	£895.00 + VAT
Inserts (up to 10g)	£450.00 + VAT
Inserts over 10g: please telephone for a quote	

**Series discounts are available.**

#### Classified Advertising Rates

Job Listing (up to 100 words)	£225.00 + VAT
Eighth Page Job Display Advert	£250.00 + VAT
(Your classified listing can appear as an eye-catching, colour display advert including logo or image of your choice.)	

Advertisements will appear in Montessori International magazine's Teaching Opportunities section in the next issue, on the website ([www.montessorimagazine.com](http://www.montessorimagazine.com)), and on the Jobs Board at the Montessori Centre International college in Balderton Street, London W1. The website is updated every week.

#### Web Advertising

3 months (up to 250 words)	£250.00 + VAT
12 months (up to 250 words)	£750.00 + VAT

Includes reproduction of company logo/advert, product information & link to advertiser's homepage.

To book advertising space call Rupert on **0207 493 8300**

**Email:** [rupert@montessori.org.uk](mailto:rupert@montessori.org.uk)

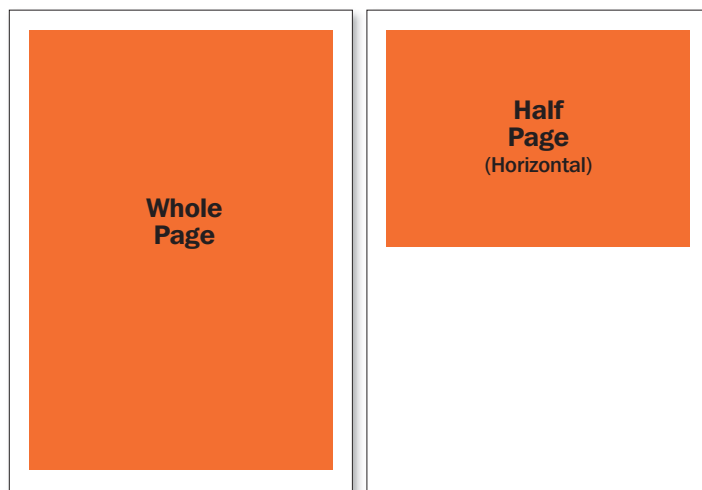
**Fax:** 0207 493 9936

**Montessori International Magazine** 18 Balderton Street London W1K 6TG

# MONTESSORI INTERNATIONAL

## Mechanical Details

	HEIGHT	WIDTH
<b>Whole Page</b>		
Type area	276mm	190mm
Trim size	297mm	210mm
Bleed size	303mm	216mm
<b>Half Page (horizontal)</b>		
Type area	136mm	190mm
Bleed size	153mm	216mm
<b>Half Page (vertical)</b>		
Type area	276mm	93mm
Bleed size	303mm	110mm
<b>Quarter Page</b>		
Type area	136mm	93mm
<b>Eighth Page</b>		
Type area	66mm	93mm



## Specifications

### Display/ advertising

**Finished Artwork:** Pdf or jpeg format  
**Colours:** Converted to CMYK  
**Resolution:** 300 dpi at actual size

Copy/files should be supplied via email to:  
[rupert@montessori.org.uk](mailto:rupert@montessori.org.uk)  
 or on CD to the address below

**Design/artwork (including keying-in text) will be charged at £60/hour, scans at £8 each**

Colours specified with Pantone® reference if possible

### Classified Display Advertising

Text supplied in 'Microsoft Word' or ASCII format

Colours specified with Pantone® reference if possible

## Copy Dates

**Issue 99** (Spring, April - June 2011)

**Display** Monday 28 February 2011  
**Classified** Monday 7 March 2011

**Issue 100** (Summer, July - September 2011)

**Display** Monday 6 June 2011  
**Classified** Monday 13 June 2011

**Issue 101** (Autumn, October - December 2011)

**Display** Monday 5 September 2011  
**Classified** Monday 12 September 2011

**Issue 102** (Winter, January - March 2012)

**Display** Monday 28 November 2011  
**Classified** Monday 5 December 2011

## Advertising Space Booking Form

### Client details

Company Name .....

Contact .....

Address .....

.....

Telephone .....

Email .....

### Advertising Agency details (if applicable)

Name .....

Address .....

.....

Telephone .....

Email .....

### Advertisement Details

Size of Advert .....

Special Requests .....

.....

### Publication dates

99 Spring     100 Summer     101 Autumn     102 Winter

### Method of Delivery

CD     Email     Repeat previous advert

Other (please specify) .....

### Colour only

Full Page .....

Half Page .....

Quarter Page .....

Eighth Page .....

Price	£
	£
VAT	£
<b>Total</b>	<b>£</b>

**Payment details:** Please debit my  VISA     MASTERCARD     AMEX     MAESTRO

Card number

Valid from   /      Expiry date   /      Issue no.....    Security code    (last 3 digits on signature strip)

I have enclosed a cheque made payable to **Montessori International**

*A cancellation fee of 50% of advertising rate will be charged for cancellations made within 14 days of copy deadline*

Copy Deadline ..... Booked by R. Smedley    Today's Date .....

Please confirm by signing here .....	Please print name .....
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**Payment due within 30 days from date of invoice**

*Cancellations made within 30 days of copy deadline will incur a 50% cancellation fee of total costs.*

## Magazine Inserts Booking Form

### Client details

Company Name .....  
 Contact .....  
 Address .....  
 .....  
 Telephone .....  
 Email .....

### Advertising Agency details (if applicable)

Name .....  
 Address .....  
 .....  
 Telephone .....  
 Email .....

### Insert Details

Size of Insert .....  
 Special Requests .....  
 .....

Up to 10 g .....  
 Over 10g (as quoted) .....

### Publication dates

99 Spring     100 Summer     101 Autumn     102 Winter

Date required .....

**Send inserts to:**  
**Rupert Smedley, Montessori International Magazine,**  
**18 Balderton Street, London W1K 6TG**

Price	£
	£
VAT	£
<b>Total</b>	<b>£</b>

### Payment details:

Please debit my  VISA     MASTERCARD     AMEX     MAESTRO

Card number

Valid from   /      Expiry date   /

Issue no.....

Security code

(last 3 digits on signature strip)

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## Web Advertising Booking Form

### Client details

Company Name .....

Contact .....

Address .....

.....

Telephone .....

Email .....

### Advertising Agency details (if applicable)

Name .....

.....

Address .....

.....

Telephone .....

Email .....

### Web Advertising Details:

#### Advertisement Duration:

3 months advertising\* – £250.00      12 months advertising\* – £750.00

Month/Year start ..... \* Maximum 100 words

#### Method of Delivery

CD      Email      Repeat previous advert

Other (please specify) .....

Price	£
	£
VAT	£
<b>Total</b>	<b>£</b>

#### Payment details:

Please debit my      VISA      MASTERCARD      AMEX      MAESTRO

Card number

Valid from   /       Expiry date   /       Issue no.....     Security code

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